

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-101. (Cancelled)

102. (Currently Amended) A transmitting apparatus comprising:

a transmitting unit operable to transmit transmission format information to a receiving apparatus;

wherein said transmission format information includes an identifier and starting time information related to said identifier, said identifier identifying ~~a program or data content~~ to be ~~used~~ activated by said receiving apparatus, said starting time information indicating a starting time for activating ~~of said content~~ program or said data, and

wherein said ~~program or said data~~ content is transmitted to the receiving apparatus before the starting time for activating said content.

103. (Previously Presented) The transmitting apparatus according to claim 102,

wherein said starting time information includes at least one of a flag, a counter, and a timer.

104. (Cancelled)

105. (Currently Amended) A transmitting apparatus comprising:

a transmitting unit operable to transmit transmission format information to a receiving apparatus;

wherein said transmission format information includes an identifier and processing term information related to said identifier, said identifier identifying a ~~program or data content~~ to be used activated by ~~the~~said receiving apparatus, said processing term information indicating a term for processing of said ~~program or said data content~~ in said ~~the~~ receiving apparatus; and

wherein said content is transmitted to the receiving apparatus before the term for processing said content.

106. (Cancelled)

107. (Previously Presented) The transmitting apparatus according to claim 105,

wherein said processing term information includes at least one of a flag, a counter, and a timer.

108. (Currently Amended) A receiving apparatus comprising:

a receiving unit operable to receive transmission format information,

said transmission format information including an identifier and starting time information related to said identifier, said identifier identifying a ~~program or said data content~~ to be used activated by said receiving apparatus, said starting time information indicating a starting time for activating of said content ~~program or said data~~;

a storing unit operable to store said content ~~program or said data~~; and

a control unit operable to activate said content ~~program or said data~~ based on said identifier and at said starting time information,

wherein said content ~~program or said data~~ is stored in the storing unit before the starting time for activating said content.

109. (Previously Presented) The receiving apparatus according to claim 108,

wherein said starting time information includes at least one of a flag, a counter, and a timer.

110. (Currently Amended) The receiving apparatus according to claim 108,

wherein said control unit is operable to ~~automatically activates~~ activate said ~~program or said data~~ content free of manually entered information.

111. (Currently Amended) A receiving apparatus comprising:

a receiving unit operable to receive transmission format information,

said transmission format information including an identifier and processing term information related to said identifier, said identifier identifying said ~~program or said data~~ content to be ~~used~~ activated by said receiving apparatus, said processing term information indicating a term for processing of said content ~~program or said data~~ in said receiving apparatus, and

a control unit operable to ~~automatically activate~~ said content ~~program or said data~~ based on said identifier ~~and during~~ said term for processing ~~term information~~,

wherein the receiving unit receives said content before the term for processing said content.

112. (Previously Presented) The receiving apparatus according to claim 111,

wherein said processing term information includes at least one of a flag, a counter, and a timer.

113. (Currently Amended) The receiving apparatus according to claim 111,

wherein said control unit is operable to ~~automatically activate said program or~~
~~said data~~ content free of manually entered information.

114. (Currently Amended) A communication system comprising a transmitting apparatus and a receiving apparatus, said transmitting apparatus including:

a transmitting unit operable to transmit transmission format information to said receiving apparatus, said transmission format information includes an identifier and starting time information related to said identifier, said identifier identifying ~~a program or data~~ content to be ~~used~~ activated by said receiving apparatus, said starting time information indicating a starting time for ~~automatically activating of said content~~
~~program or said data~~ in said receiving apparatus, and said receiving apparatus including:

a receiving unit operable to receive transmission format information from said transmitting apparatus, and

a control unit operable to ~~automatically activate said content~~ program or said data based on said identifier ~~and at said starting time information,~~

wherein said content is transmitted to said receiving apparatus before the starting time for activating said content.

115. (Currently Amended) A communication system comprising a transmitting apparatus and a receiving apparatus, said transmitting apparatus including:

a transmitting unit operable to transmit transmission format information to said receiving apparatus, said transmission format information includes an identifier and processing term information related to said identifier, said identifier identifying ~~a program or data~~ content to be used by said receiving apparatus, said processing term

information indicating a term for processing ~~of said program or said data~~ content in said receiving apparatus, and said receiving apparatus including:

a receiving unit operable to receive transmission format information from said transmitting apparatus, and

a control unit operable to automatically activate said content ~~program or said data~~ based on said identifier and during said term for processing said content term information,

wherein said content is transmitted to the receiving apparatus before the term for processing said content.

116. (Currently Amended) A method of transmitting comprising:

transmitting transmission format information to a receiving apparatus;

wherein said transmission format information includes an identifier and starting time information related to said identifier, said identifier identifying ~~a program or data~~ content to be ~~used~~ activated by ~~said the~~ receiving apparatus, said starting time information indicating a starting time for ~~automatically activating of said~~ content ~~program or said data~~ in ~~said the~~ receiving apparatus,

wherein said content is transmitted to the receiving apparatus before the starting time for activating said content.

117. (Currently Amended) A method of transmitting comprising:

transmitting transmission format information to a receiving apparatus;

wherein said transmission format information includes an identifier and processing term information related to said identifier, said identifier identifying content ~~a program or data~~ to be ~~used~~ activated by ~~said the~~ receiving apparatus, said

processing term information indicating a term for processing ~~of said content program~~
~~or said data in said~~the receiving apparatus, and

wherein said content is transmitted to the receiving apparatus before the term
for processing said content.

118. (Currently Amended) A method of receiving comprising:

receiving transmission format information, said transmission format information
including an identifier and starting time information related to said identifier, said
identifier identifying ~~said program or said data~~ content to be used ~~activated~~ by ~~said a~~
receiving apparatus, said starting time information indicating a starting time for
~~automatically activating of said content program or said data in said~~ the receiving
apparatus, and

~~automatically activating said program or said data~~ content based on said
identifier and ~~at~~ said starting time information,

wherein said content is transmitted to the receiving apparatus before the
starting time for activating said content.

119. (Currently Amended) A method of receiving comprising:

receiving transmission format information, said transmission format information
including an identifier and processing term information related to said identifier, said
identifier identifying ~~said program or said data~~ content to be used ~~activated~~ by ~~said a~~
receiving apparatus, said processing term information indicating a term for processing
~~of said program or said data~~ content in ~~said~~ the receiving apparatus, and

~~automatically activating said content program or said data~~ based on said
identifier and during said term for processing said content term information,

wherein said content is transmitted to the receiving apparatus before the term
for processing said content.

120. (Currently Amended) A method of communicating comprising:

transmitting transmission format information, said transmission format information includes an identifier and starting time information related to said identifier, said identifier identifying content ~~a program or data~~, and said starting time information indicating a starting time for ~~automatically activating of~~ said content ~~program or said data~~;

receiving transmission format information; and

~~automatically activating said~~ content ~~program or said data~~ based on said identifier and ~~said processing term information~~ at said starting time.

wherein said content is transmitted before the starting time for activating said content.

121. (Currently Amended) A method of communicating comprising:

transmitting transmission format information, said transmission format information includes an identifier and processing term information related to said identifier, said identifier identifying content ~~a program or data~~, and said processing term information indicating a term for processing ~~of said~~ content ~~program or said data~~;

receiving transmission format information; and

~~automatically activating said~~ ~~program or said data~~ content based on said identifier and ~~during said~~ term for processing ~~said content~~ ~~term information~~.

wherein said content is transmitted before the term for processing said content.

122. (New) The transmitting apparatus according to claim 102, wherein said content includes at least one of program data, audio data, or video data.